

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, August 22, 2013
AMDA
6305 Yucca Street, Hollywood**

Directors Present	Frank Stephan, President	Clarett West Development
	Lynda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Leslie Blumberg	The Fonda Theatre
	Chris Bonbright	Whitley Court Partners
	Charles Butler	LAFD
	Joseph D'Amore	Hollywood Commercial
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Jerry Johnson	LAFD
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Drew Planting	GPI
	John Tronson	Tronson Investment Group
Directors Absent	Monica Yamada, Treasurer	CIM Group, LP
	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	Mark Stephenson	Hollywood UMC
Staff	Kerry Morrison	HPOA
	Sarah MacPherson Besley	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
	Steve Seyler	BID Security
Guests	Matt Balke	Hollywood Characters

	Paul Louis Harrell	Hollywood Characters
	Guido Menkens	Andrews International
	Marc Reina	LAPD
	Dave Gajda	HMC
	David Benavente (director-elect)	Shine America
	Charles Morales	W Hollywood
	Chris Nelson	W Hollywood
	Leon Young	W Hollywood
	Jose Candanoza	W Hollywood
	Mark Echeverria (director-elect)	Musso and Frank

I. Call to Order

The meeting was called to order by Board President Frank Stephan at 4:00 p.m.

II. Open Forum

David Gajda introduced himself as a property owner on Cahuenga and said he wanted to comment on the agenda item concerning nighttime security. He explained that he does not feel that the BID spending money on night time security will benefit the District, and he believes the money would be better spent on marketing or streetscape initiatives.

III. Approval of Minutes

It was moved by Chris Bonbright, seconded by John Tronson and CARRIED to approve the minutes from the Board's July 18, 2013 meeting.

IV. Treasurer's Report

- A. Review and approve July 31, 2013 Statement:** Kerry Morrison gave the Treasurer's report and went over the financials for the past month and year to date. Morrison added that the overall delinquency is 7%, only because the government parcel delinquencies (Metro, State, LAUSD) are so high (46%). Private parcel payments are very strong with only a 2% delinquency.

It was moved by John Tronson, seconded by Galo Medina and CARRIED to approve the July 31, 2013 statement.

V. Committee/Activity Reports

A. Streetscape

- 1. Streetscape and Planning Meeting:** In Besley's absence, Morrison reported that the Streetscape and Planning meeting will be held September 10 from 10:00 a.m. until 12:00 noon at the Chamber. Set to attend are Steven Whiddon, Marie Rumsey and Gary Benjamin from CD13.

2. **NE Corner of Hollywood/Cahuenga Issues:** Maintenance services remain suspended for the alley, and staff has requested the underlying documents from the title report in order to determine who controls the easement.
3. **Carr Lawsuit** – A new trial date has been set for January 9, 2014. The mediator is still attempting to get all parties to agree, but if an agreement cannot be reached it will proceed to the new trial date.
4. **Status Report – Potential lease of space for maintenance headquarters at 1718 Cherokee Ave., Suite C:** Mariani reported that he would like to make an offer of \$1000/month on this space for the maintenances team. Currently the CleanStreet team is headquartered in a parking lot at Selma and Cherokee. That lot is slated to be developed, and staff has been working for almost a year to find a suitable location for a maintenance headquarters. The city controls the retail space on Cherokee associated with this city parking lot, and staff has been advised that an offer must be presented to get the ball rolling. No lease will be consummated without bringing this to the board.

It was moved by John Tronson, seconded by Chris Bonbright and **CARRIED** to authorize staff to proceed with lease negotiations on 1718 Cherokee for \$1,000 a month.

5. **LaBrea Median:** CRA has, up until this month, been paying for water and electricity on the LaBrea median. With the demise of the CRA, someone needs to pay the utility bill. The committee will be discussing the possibility of transferring the costs to the BID at the next meeting, and re-landscaping the median with drought-tolerant plants. The cost is approximately \$700/mo but a request will be made to the city to cover these costs.

B. Marketing and Communications

1. **Hollywood Blogger Tour:** Strecker reported that one of the initiatives developed by the BID's PR team and marketing subcommittee is a series of blogger tours, the first of which has been scheduled for Saturday, September 21 from 11 a.m. to 3 p.m. A draft of a schedule has been drawn up, with most of the stops on the tour being around the Hollywood and Vine area, and the EaCa Alley area, including the W Hotel, Redbury, Capitol Records, Saint Felix, Metro, and Avalon. Haines & Co. has already been getting a great response on the RSVPs for the event.
2. **Report from Chamber's Aug 1 Communications strategy meeting:** Strecker reported that the Chamber brought together many of the PR and communications directors for businesses in Hollywood together to discuss the recent events in the media, and the messages that are being sent out about Hollywood, in order to present a more unified front. Strecker said he believes it was very beneficial to gather all these parties in one room, and should greatly help moving forward to make sure everyone is using similar messaging. As the BID had already hired Haines & Co. to assist with our own messaging, he thinks the BID will be looked to as a leader in this arena.
3. **Brainstorming "big ideas" opportunities meeting:** Strecker stated that as part of the media relations initiative, Haines & Co. had initially presented some "big ideas" which would be above and beyond their normal duties as part of their contract with us. Morrison would like to bring together a sub-committee to explore these big ideas on September 11. She said there is money in the budget that can be used for some of these ideas, such as a TED Talks-inspired seminar to help motivate and inspire property owners.
4. **Hollywood Visitor's Guide status:** Strecker reported that the marketing materials for the 2014 Hollywood Visitor's Guide and Map have been sent out to our marketing partners. The deadline to respond is September 5. This year's edition will be the first to incorporate a smart phone app component.

5. Coordination of seismic messaging: Morrison had met with Gubler and other representatives of the Chamber and various developments to discuss recent media interest in seismic issues impacting Hollywood development. Gubler and Morrison are seeking to meet with impartial experts in geology and structural engineering to possibly write an op-ed piece to counter some of the emotional reporting that has occurred on this issues.

C. Security

1. Report from special working group on nighttime security: John Tronson reported on a meeting held on August 13, in which a request from LAPD to provide a night-time observe and report security patrol was discussed. A memo, dated August 22, was provided to the board which outlined the parameters of this proposal. The following motion was crafted for consideration by the board:

As outlined in the August 22, 2013 memo to the Board of Directors, allocate up to \$80,000 from 2013 budget (from combination of contingency, security contingency and security patrol budgets) to accomplish the following:

- i. Beginning September week of 9/22, assign eight officers to patrol District two nights a week from 9 p.m. to 3 a.m. (three footbeats divided equally through the BID with one roving car);*
- ii. Observe and report with communications directly to LAPD through shift supervisor;*
- iii. Twice a month monitoring with LAPD of status of patrol and outcomes;*
- iv. Formal evaluation of potential renewal for 2014 at November budget meeting (November 21).*

There was general discussion amongst the board members about this motion. Captain Girmala also spoke as to the need for this patrol. She also briefed the board about certain programs underway in the BID area to improve public safety, including the issuing of 10 stay away orders, in cooperation with the City Attorney's office, and an unprecedented new program she has created with the Department of Mental Health which will seek to outreach to individuals suffering from mental illness in Hollywood. This program will start on September 4.

It was moved by Jan Martin, seconded by David Green and **CARRIED** to approve the above action for a night-time security pilot program not to exceed \$80,000. (John Tronson voted against.)

2. Limitation on tour sales/solicitation: The Public Works Committee met on August 21 at City Hall, and representatives from the BID, the Chamber and Starline Tours testified as to the importance of passing the amendment to the city's municipal code to remove the exemption on street sales and solicitation that is currently enjoyed by tour bus companies. The matter passed, and is now headed to the full City Council in early September.

3. Meeting with Councilmember O'Farrell and office of Mayor Garcetti: Morrison reported on two meetings held at City Hall on August 6. Representing the BID were herself and Frank Stephan. Chamber and other community representatives also participated. In both cases, an agenda covering seven public safety "asks" were presented to both Councilmember O'Farrell and his staff, and the staff of Mayor Eric Garcetti. The asks cover seven basic areas: clarify/strengthen definition of aggressive begging; issue stay way orders to protect community from violent offenders; enforce city codes that prohibit sales on public sidewalks; consider an ordinance which bans concealed identities in a particular zone along Hollywood Boulevard; require all street characters to register with the city; limit the number of characters at any one time along the Boulevard; and seek a dedicated LAPD footbeat for Hollywood Blvd.

4. Security Planning: LAPD left the meeting prior to this item being discussed. There continues to be support for the concept of locating LAPD kobans at both anchor intersections in the BID, and in the middle of the BID as well. Captain Girmala is taking the lead on this, and staff will continue to report on developments. Joe Mariani briefed the board on the public safety camera system. It is reaching the end of its life-span, and research is being conducted on what it would cost to upgrade the system. This will be a matter for the Security Committee to flesh out and bring to the board for consideration, after conferring with LAPD as to their needs in the new year.

D. Nominating Committee

1. Report from Nominating Committee: Green acknowledged the presence of two new directors-elect, Mark Echevarria and David Benavente, along with three returning board members: Galo Medina, Michael Gargano and John Lyons, for the five vacant positions on the board. After Labor Day, the Nominating Committee will begin to work on the slate of officers.

VI. Staff Report

1. Research options for 401(k) plan: Morrison presented two options for amendments to the current 401(k) plan that the association provides for its staff. She wanted to bring this to the attention of the board, and will further flesh this out with the committee who will work on the creation of the 2014 budget.

2. Report from Property Managers meeting on August 20: Besley organized a meeting of residential property managers from both BIDs. They met on August 20 at the Rubix. Seven properties were represented. They shared information about security concerns – primarily trespassing and guests abusing common areas. They also discussed the possibility of sharing private security amongst several buildings. LAPD senior leads will be invited to the next meeting.

3. Draft work-plan for 2013-14: Morrison distributed for the board's review a draft of the work-plan for 2013-14, which takes goals and objectives that remain current from the 2012 retreat, and augments with priorities that emanated from this year's retreat. She encouraged board members to review and provide feedback.

4. Feedback from Joint Property Owners Meeting on August 6: the board generally agreed that holding a combined meeting with the Sunset & Vine BID allowed for a more complete program, and provided opportunities to meet more property stakeholders in Hollywood.

VI. Next Meeting: The next meeting is scheduled for September 19, 2013. Location will be announced.

VII. Adjournment

There being no further business the meeting was adjourned by Stephan at 6:05 p.m.